



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

Contract / Revision	Alt Order #
571828 /	07900988
<u>Product</u>	
OBAMA/P/D SKED C	
<u>Contract Dates</u>	<u>Estimate #</u>
09/04/12 - 09/17/12	//1687
<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/05/12 / 09/05/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WTKR	Jamie Andrus
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8020	
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
E 1 3		09/04/12	09/07/12	CBS Daytime	1228-3pm		:30			NM	7	\$2,905.00
Week: 09/03/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
				-TWTF--				10	\$415.00			
Spot Ch	Date Range	Description			Start/End Time	Weekdays	Length		Rate	Type		
7 3	09/03/12-09/09/12	CBS Daytime			1228-3pm	-TuwThf----	:30		\$415.00	NM		
Credited												
8 3	09/03/12-09/09/12	CBS Daytime			1228-3pm	-TuwThf----	:30		\$415.00	NM		
Credited												
10 3	09/03/12-09/09/12	CBS Daytime			1228-3pm	-TuwThf----	:30		\$415.00	NM		
Credited												
2 3	09/10/12	09/14/12	CBS Daytime		1228-3pm		:30			NM	10	\$4,150.00
Week: 09/10/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
				M-WTF--				10	\$415.00			
E 3 3	09/04/12	09/07/12	Ellen Degeneres 3pm		3-4pm		:30			NM	6	\$1,680.00
Week: 09/03/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
				-TWTF--				8	\$280.00			
Spot Ch	Date Range	Description			Start/End Time	Weekdays	Length		Rate	Type		
4 3	09/03/12-09/09/12	Ellen Degeneres 3pm			3-4pm	-TuwThf----	:30		\$280.00	NM		
Credited												
5 3	09/03/12-09/09/12	Ellen Degeneres 3pm			3-4pm	-TuwThf----	:30		\$280.00	NM		
Credited												
4 3	09/10/12	09/14/12	Ellen Degeneres 3pm		3-4pm		:30			NM	8	\$2,240.00
Week: 09/10/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
				M-WTF--				8	\$280.00			
5 3	09/04/12	09/07/12	CBS This Morning		7-9a		:30			NM	3	\$600.00
Week: 09/03/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
				-TWTF--				3	\$200.00			
6 3	09/10/12	09/14/12	CBS This Morning		7-9a		:30			NM	3	\$600.00
Week: 09/10/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
				M-WTF--				3	\$200.00			
E 7 3	09/04/12	09/07/12	NewsCh 3 News First @ 4p	358-5pm			:30			NM	4	\$800.00
Week: 09/03/12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
				-TWTF--				5	\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract Dates	Product
09/04/12 - 09/17/12	OBAMA/P/D SKED C

Advertiser	Original Date / Revision
Obama/D/President	09/05/12 / 09/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays	Spots/Week						Amount
Spot	Ch	Date Range		Description		Start/End Time	Weekdays	Length	Rate		
4	3	09/03/12-09/09/12		NewsCh 3 News First @ 4p	358-5pm		-TUWThF---	:30	\$200.00	NM	
<i>Credited</i>											
E	8	3	09/10/12	09/16/12	NewsCh 3 News First @ 4p	358-5pm		:30		NM	5 \$1,000.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/10/12	09/16/12	M-WTF--	5						
	9	3	09/04/12	09/07/12	The Insider		730p-8pm		:30	NM	3 \$1,305.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/03/12	09/09/12	-TWTF--	3						
E	10	3	09/04/12	09/09/12	Wednesday Prime		8-9pm		:30	NM	1 \$1,180.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/03/12	09/09/12	--W----	1						
E	11	3	09/10/12	09/16/12	Wednesday Prime		8-9pm		:30	NM	1 \$1,180.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/10/12	09/16/12	--W----	1						
E	12	3	09/04/12	09/09/12	Thursday Prime		9-10pm		:30	NM	1 \$1,375.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/03/12	09/09/12	---T---	1						
E	13	3	09/10/12	09/16/12	Thursday Prime		9-10pm		:30	NM	1 \$1,375.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/10/12	09/16/12	---T---	1						
14	3	09/08/12	09/08/12	Saturday Prime		10-11pm		:30	NM	1 \$590.00	
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/03/12	09/09/12	----S-	1						
15	3	09/15/12	09/15/12	Saturday Prime		10-11pm		:30	NM	1 \$590.00	
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/10/12	09/16/12	----S-	1						
E	16	3	09/10/12	09/16/12	Newschannel 3 News		5-530pm		:30	NM	5 \$1,500.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/10/12	09/16/12	M-WTF--	5						
E	17	3	09/04/12	09/07/12	Newschannel 3 News		5-530pm		:30	NM	4 \$1,200.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/03/12	09/09/12	--TWTF--	5						
	4	3	09/03/12-09/09/12		Newschannel 3 News		5-530pm	-TUWThF----	:30	NM	
<i>Credited</i>											
N	18	3	09/07/12	09/07/12	US Open Tennis		11am-10pm Wome		:30	NM	1 \$375.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/03/12	09/09/12	----F--	1						
N	19	3	09/08/12	09/08/12	US Open Tennis Women's		11am-10pm		:30	NM	2 \$750.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/03/12	09/09/12	----S-	2						
V	20	3	09/08/12	09/08/12	730-8pm		730-8pm		:30	NM	1 \$100.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/03/12	09/09/12	----S-	1						
V	21	3	09/09/12	09/09/12	Sunday Prime		10-11pm		:30	NM	1 \$1,000.00
		Start Date	End Date	Weekdays	Spots/Week						
		Week: 09/03/12	09/09/12	-----S	1						

Totals

69 \$26,495.00

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09/04/12 - 09/17/12	OBAMA/P/D SKED C //1687

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/05/12 / 09/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
Time Period											
08/27/12 - 09/15/12										# of Spots	Gross Amount
											Net Amount
										69	\$26,495.00
											\$22,520.75
Totals											
										69	\$26,495.00
											\$22,520.75

Signature: _____ Date: _____

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